

ABSTRACT OF THE DISCLOSURE

Methods and apparatus are provided for a digital television service where a Preview Program is transmitted along with associated Broadcast Scheduling Information (BSI) so that a viewer can easily reserve an associated Main Program for later viewing and/or recording. Different formats are provided for coding an MPEG-2 digital television signal which incorporate the Preview Program along with the associated Broadcast Scheduling Information (BSI) for the associated Main Program. Different functional architectures for Associated Digital Television Receivers (ADTVR) are also described which allow viewers to reserve the Main Programs for later viewing and/or recording. In the preferred embodiments, an RSVP Icon is simultaneously displayed with the Preview Program to inform the viewer that they may utilize the service of the preferred embodiments to easily reserve a related Main Program for later viewing and/or recording. The preferred Associated Digital Television Receivers (ADTVR) either (i) download an RSVP Icon within the MPEG-2 signal transmitted by the broadcaster, or (ii) generate its own RSVP Icon for display.